



Families that sing together lately not only seem to stay together, but they also seem to bring together a unique blend of enthusiasm, polish, and, more importantly, originality to their work.

A good illustration of this point is the sudden emergence on the national record scene of a five man singing group of young brothers called Tavares.

Their first release on the Capitol label, Check It Out, a cool combination of interesting lyrics, smooth harmony, and a clear strong lead shot to the top of both the R&B and Top 100 charts.

The five brothers quickly followed with Hard Core Poetry, an album featuring their stirring rendition of "She's Gone" plus their two-sided single smash, "Remember What I Told You To Forget" and "My Ship."

Although they call Boston home, Tavares is equally at home at the top of the charts. The group has released five straight singles which reached the Top-5 of the R&B charts, of which two achieved number one status. In addition, their most recent single has crossed over to the Top-20 of the Pop charts.

With the completion of In The City, their third Capitol Records album, produced by Dennis Lambert and Brian Potter, the quintet has developed a harder sound - heavy with a touch of class - running the



gamut from funk to ballads.

But in addition to that, what has further surprised and excited hardened music critics who have become accustomed to "overnight successes" who fall down flat in front of a live audience, is the ease with which Tavares has crowd after crowd standing with cheers and ovations.

Tavares devotes their energies to bringing their music to the people, performing with artists like Gladys Knight & The Pips, Al Green, The Jackson Five, Eddie Kendricks and Nancy Wilson on stages as diverse as the MGM Grand Hotel in Las Vegas, Disneyland, The Cincinnati Music Hall and the better supper clubs in North America and the Caribbean.

And, while the cheers and ovations may come as a surprise to some, they come as no great shock to Ralph Tavares, the oldest brother and group spokesman.

"We were born in New Bedford, Massachusetts," he explained as brothers "Pooch," "Chubby," "Butch" and "Tiny" looked on, "and our father was a multi-talented musician and, we had a mother who was one of those warm persistent people who taught us the meaning of the word Tenacity."

Ralph put a special emphasis on the word tenacity, and as he continued to explain the background of his group it became readily apparent why.

He continued: "We actually have been working together for a very long time. First we performed locally with our father where he helped us develop stage presence."



After working in the New Bedford area for a time, the group struck out on their own and moved to Boston where they built up a strong following and polished their act in the back street clubs of the Black community. Those were hard times, but again the lessons of tenacity came into play and the guys hung on. Soon they developed such a large following that they became in demand at some of the better clubs like the plush Paul's Mall and the Sugar Shack.

In 1973, they were brought to the attention of Capitol Records by their personal manager, Brian Panella. Immediately delighted, Larkin Arnold, head of A&R for R&B product, signed them to a long term contract.

While they are fun-loving as individuals, Tavares is serious when it comes to their career and their quest for longevity. They have set out to develop a string of pop hits, as is already in the R&B market, without forsaking their firm roots in Soul.

"Tavares' first desire is to make good music always," says the group's manager, Brian Panella. "They really want to entertain by creating infectious, recognizable, even visual music. And, through their personable versatility, they can reach an audience effectively and get them into what they are doing."

"The training has paid off," Ralph said, speaking for the group, "and we hung in there, and we are still young enough and willing enough to keep on keeping on!"



VITAL STATISTICS:

RALPH VIERRA TAVARES: Age 28 - Group leader and innovator.  
Oldest brother and most steady influence.

ARTHUR "POOCH" TAVARES: Age 27 - The quiet, strong one. Heavy  
balladeer with a Jerry Butler quality.

ANTONE "CHUBBY" TAVARES: Age 25 - Fun loving jester with a  
great vocal versatility and stage presence.

FELICIANO "BUTCH" TAVARES: Age 24 - A sensitive intellect with  
impressive good looks and strong leads.

PERRY LEE "TINY" TAVARES: Age 22 - The "baby" brother whose  
abilities with vocals belies his age.

ALBUMS

CHECK IT OUT - ST 11258  
HARD CORE POETRY - ST 11316  
IN THE CITY - ST 11396